

# INTERNATIONAL BUSINESS

Bachelor of Business Administration | 210 cr / 3.5 years



Business Competence | Financial and Economic Competence | Marketing and Sales Competence | Leadership Competence | Internationalisation Competence | Learning Skills | Innovation Competence | Working Community Competence

## 4. year

### SPECIALIST IN GLOBAL BUSINESS

Thesis	15 cr
Complementary Studies	15 cr
Career Planning and Development	1 cr

## 3. year

### SPECIALIST IN BUSINESS

Complementary Studies	15 cr
Marketing and Management Studies	10 cr
Research Seminar	3 cr
Career Planning and Development	1 cr

Work Placement	30 cr
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## 2. year

### PROFESSIONAL IN INTERNATIONAL MARKETING

International Business	5 cr
Business Communication in Finnish/ Business in Nordic Countries	3 cr
International Marketing	4 cr
Consumer Behaviour	3 cr
Global Business Environment	4 cr
International Logistics and Legislation	5 cr
Basics of Finnish/German/Russian 3	5 cr
Career Planning and Development	1 cr

Research Methods	3 cr
Managerial Accounting	5 cr
International Market Research	3 cr
Leadership Skills	3 cr
Personal Selling	5 cr
Exhibitions, Shows and Fairs	3 cr
Global Business Communication	3 cr
Affärer i Norden/Working in Finland	5 cr

## 1. year

### PROFESSIONAL IN ELEMENTS OF BUSINESS

Marketing	9 cr
Business IT Skills	2 cr
Academic English	3 cr
Financial Calculations	4 cr
Elements of Business	5 cr
Basics of Finnish/German/Russian 1	5 cr
Career Planning and Development	2 cr

Business Environment	7 cr
Organisation and Management	5 cr
Business Legislation	3 cr
Intercultural Communication	5 cr
Project Management	5 cr
Basics of Finnish/German/Russian 2	5 cr